

Message Text

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PAGE 01 STATE 204110
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

DRAFTED BY COM/BIC/OIM/226/PBFIELD/CMM/ATG
APPROVED BY EB/OCA/CM/JJREILLY
COM/BIC/OIM/222/CBARRETT/DM
COM/BIC/OIM/CGENDREAU
EUR/NE/CSHALLER

-----071031 261609Z /43

R 261355Z AUG 77
FM SECSTATE WASHDC
TO AMEMBASSY BRUSSELS
AMEMBASSY THE HAGUE
AMEMBASSY LUXEMBOURG
INFO AMEMBASSY PARIS

UNCLAS STATE 204110

E.O. 11652: N/A

TAGS: 0EXP, BE, NL, LU, FR

SUBJECT: BENELUX FY-1979 PROMOTION EVENT SC
EDULE

,EF: STATE 196901

1. FOLLOWING IS PLANNED FY-79 COMMERCE PROMOTION EVENT
SCHEDULE FOR THE BENELUX COUNTRIES, PROVIDED FOR POSTS
REVIEW AND COMMENT. THIS SCHEDULE SUPPLEMENTS THE PROPOSED
IMC PROGRAM OUTLINED IN REFTEL. IT HAS BEEN DEVELOPED ON
BASIS OF ANALYSIS OF MARKETING FACTORS INCLUDING PRIOR

POSTS INPUT AND RECOMMENDATIONS AND IS CONFLICT-FREE,
INsofar AS WE ARE AWARE. POSTS ARE REQUESTED TO UNDERTAKE
TO REVIEW THIS SCHEDULE AND TO CABLE THEIR OBSERVATIONS TO
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PAGE 02 STATE 204110

REACH WASHINGTON BY COB SEPTEMBER 2, 1977.

2. FOR THE NETHERLANDS WE PROPOSE:

A. USDOC CATALOG SHOW/BIO AT MACHEVO/MILE;IEU, UTRECHT,
OCT. 30-OV. 4, 1978, FOOD AND DRUG PROCESSING AND PACKAG-
ING EQUIPMENT.

B. USDOC CATALOG SHOW/BIO AT KARWEI, UTRECHT, JAN. 1979,
DO-IT-YOU;SELF PRODUCTS.

C. USDOC CATALOG SHOW/OIO AT AUTOVAC, AMSTERDAM, APR. 1979,
GARAGE EQUIPMENT, AUTO PARTS AND ACCESSORIES.

D. USDOC CATALOG SHOW/BIO INTERNATIONAL ;OSPITAL EQUIPMENT
EXHIBITION, UTRECHT, MAY 1979, MEDICAL EQUIPMENT AND
INSTRUMENTATION.

E. USDOC CATALOG SOU/OIO AT SECURITY'79, UTRECHT, SEPT.
1979, INDUSTRIAL AND COMMERCIAL SECURITY EQUIPMENT.

3. FOR BELGIUM/LUXEMBOURG WE PROPOSE:

A. USDOC CATALOG SHOW, BRUSSELS AND ANTWERP, JAN. 1979,
CHEMICAL/PETROCHEMICAL PROCESSING EQUIPMENT.

B. USDOC CATALOG SHOW/BIO AT EQUIPORAMA, ANTWERP, MARCH
25-31, 1979, BUSINESS EQUIPMENT AND SYSTEMS.

C. CATALOG/VTR EXHIBITION, FABRIMETAL HEADQUARTERS,
BRUSSELS, MAY 1979, METALWORKING AND FINISHING EQUIPMENT.

D. USDOC CATALOG SHOW/OIO AT ENVIRONMENT PROTECTION
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PAGE 03 STATE 204110

TECHNIQUES AND MUNICIPAL EQUIPMENT EXHIBITION, BRUSSELS
SEPTEMBER 8-16, 1979, POLLUTION CONTROL EQUIPMENT, PUBLIC
WORKS EQUIPMENT.

4. POSTS EVALUATION SHOULD INCLUDE FIRM DATES FOR THESE
EVENTS, IF OBTAINABLE FROM SHOW PROMOTERS.

5. GRID CONTAINING CROSS REFERENCE OF WORLD WIDE EVENTS
AND TENTATIVE FIVE YEAR SCHEDULE FOR PROPOSED IMC PARIS
WHICH WERE NOTE IN PA0A (6) OF REFTEL, FORWARDED TO ALL
POSTS VIA APO AIRMAIL ON AUGUST 23. CHRISTOPHER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: ITINERARY, TRADE PROMOTION, PROGRAMS (PROJECTS)
Control Number: n/a
Copy: SINGLE
Sent Date: 26-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977STATE204110
Document Source: CORE
Document Unique ID: 00
Drafter: BIC/OIM/226/PBFIELD/CMM/ATG
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770309-0664
Format: TEL
From: STATE
Handling Restrictions: n/a
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Litigation History:
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Message ID: 00cf5b52-c288-dd11-92da-001cc4696bcc
Office: ORIGIN COME
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 24-Nov-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1467013
Secure: OPEN
Status: NATIVE
Subject: BENELUX FY-1979 PROMOTION EVENT SC EDULE ,EF: STATE 196901
TAGS: BEXP, AFSP, BE, NL, LU, FR, US
To: BRUSSELS THE HAGUE MULTIPLE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/00cf5b52-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009